Broadcasting Oct 28

Reaching over 117,000 readers every week — 61st Year 1991

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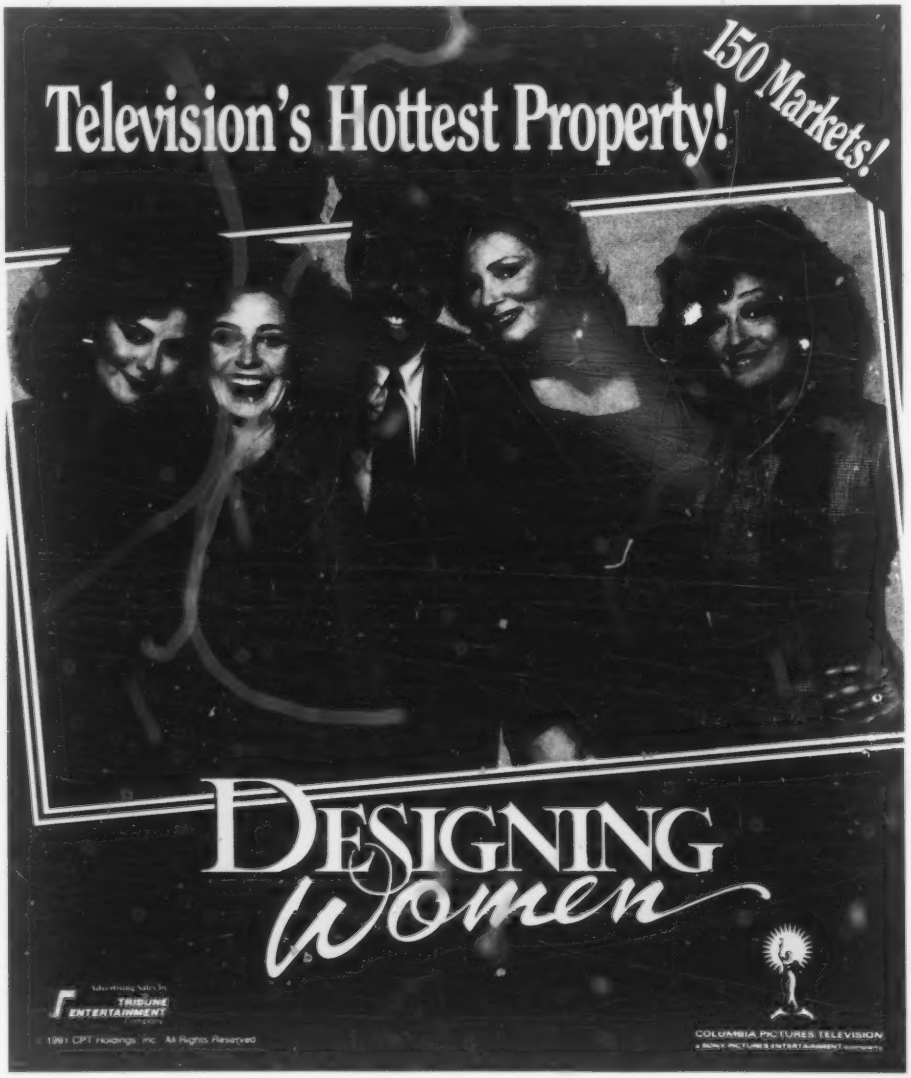
NTIA study says allowing telcos into cable would boost U.S. competitiveness



Broadcasting 1931 1991

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SPECIAL REPORT
TV digitization: In and beyond the studio

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THIS WEEK

23 / GREAT SERIES, BIG LOSS

High ratings and a hotly contested match-up for the World Series could not stem another annual loss on CBS's $1.06-billion contract with Major League Baseball. The network is expected to show a $20-million pretax loss above the reserves already set aside for the season and above the $190-million reserve set for the final three years. The network probably broke even or made money on the series but lost on the playoffs. Ratings were down for the regular season.

25 / SUPER BOWL PRICES FLAT

A 30-second commercial spot during CBS's Super Bowl coverage is currently going for about $800,000, the same as last year, but as one advertising executive said, "In this environment flat is very good. What else is flat?" Ratings and unit prices are down for regular season games on both NBC and CBS, while ABC's *Monday Night Football* has improved over last year.

26 / FCC PUSHES VIDEO DIAL TONE

The FCC last week proposed establishing a regulatory framework for the so-called video dial tone in which telcos could build broadband networks capable of delivering video services for unaffiliated programers as well as electronic information services and conventional telephone services. Under the set-up, consumers could order TV programs and networks over their local phone system.

27 / PUSH ON HDTV

FCC Chairman Alfred Sikes last week told broadcasters urging delays in HDTV implementation that UHF spectrum for HDTV could not be held indefinitely. Some broadcasters, worried about the millions of dollars they will need to invest in HDTV transmission and production equipment over the next 10 to 15 years, have called for a two-step approach to HDTV through enhanced-definition television systems broadcast on NTSC channels.

28 / FCC'S ABILITY TO MONITOR RBOC'S QUESTIONED

Telecommunications Subcommittee Chairman Rep. Edward Markey (D-Mass.) and other members of the committee expressed doubt last week about the FCC's ability to monitor potential anticompetitive practices by the regional Bell operating companies in the information-services business. FCC Chairman Alfred Sikes responded that the commission staff, together with state and city regulatory agencies, will be enough to watch the Bell companies.

30 / SKYPIX ORDERS CONSUMER RECEIVERS

SkyPix last week placed a $46.5-million order with Compression Labs Inc. to build an unspecified number of consumer receivers for its planned 80-channel PPV movie service. On the same day, the company announced formation of SkyPix Joint Venture LP, with investment partners said to include Paul Allen, cofounder of computer giant Microsoft. Sources said tens of millions of dollars of cash exchanged hands—"a very significant amount of money," said SkyPix President Brian McCauley, "enough to do all that we need to do."

Stellar World Series couldn't stem CBS's losses on baseball (page 23).

44 / THE BACK NINE

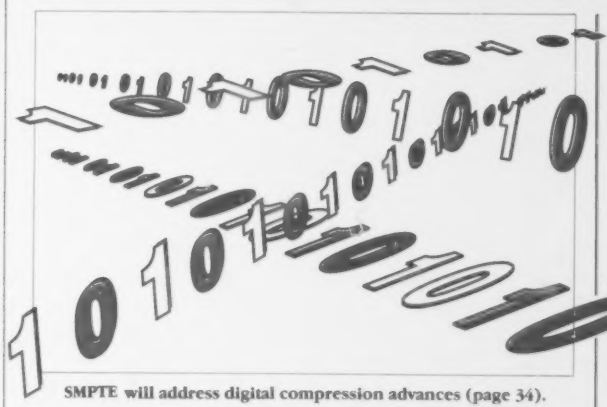
The networks started alerting producers two weeks ago to which shows will get orders for additional programs. NBC ordered two additional episodes of the low-rated *The Adventures of Mark & Brian*; ABC's *Home Improvement*, the season's highest-rated new show, received an order for nine; Fox has signed on for more episodes of *Roc*, and CBS has asked for nine more episodes of *Northern Exposure*.

44 / OPTIMISM IN SYNDICATION

Early station pick-ups for Carsey-Werner's *You Bet Your Life* have perked up activity in the first-run syndication market, with Group W Productions officially rolling out the soft-talk *Vicki Lawrence Show* and the marital-relationship game show *That's Amore* after extensive testing.

48 / DIARY DISPUTE IN DAVENPORT

Fox affiliate KLJB-TV in Davenport, Iowa, earned a competitor's—and



SMPTE will address digital compression advances (page 34).

34 / SPECIAL REPORT
THE DIGITIZATION OF TV CONTINUES

36 / COMPRESSION FIELD TESTS BY MARCH

Digital satellite TV takes a major step on its way from the drawing board to the living room Nov. 29, the due date for developers and manufacturers to submit their compression design proposals to Cable Laboratories Inc. Field tests are expected to begin as soon as February or March, and Tele-Communications Inc. and Viacom International, co-issuers of the request for proposals, expect to sign satellite transmission and reception equipment contracts with providers by mid-1992.

40 / GROUP OWNERS' CAUTIOUS MOVES

In their equipment purchases, group owners say they are looking for both improved technology and operating savings—advantages offered by digital—but few are rushing to replace their working analog equipment before they absolutely have to. Instead, the move to digital has been slow but steady.

41 / DIGITAL'S OLYMPIC HURDLES

Often a proving ground for exciting new state-of-the-art equipment, the winter and summer Olympics in '92 will be covered with nuts-and-bolts innovation in digital. Most of the equipment the networks pack off to Albertville, France (CBS), and Barcelona (NBC) will employ the new technology.

Nielsen's—ire when it aired promotional spots encouraging viewers with ratings diaries to "remember you are watching KLJB." Nielsen called the practice a clear violation of its rules, and the station said it would pull the spots last week.

49 / UNKEL ENTERS INDEPENDENT GAME

Robert Unkel, former vice president of programing at Twentieth Television, has entered the independent production business with an exclusive agreement to develop new programing for his old company. Say Unkel Enterprises has three series in development: *The Warren Files*, a reality series featuring a husband-and-wife paranormal team; a revival of the 1954-61 Art Linkletter series *People Are Funny* and a relationship counseling show called *Getting Personal*.

52 / DILLER: DROP COMPULSORY LICENSE

In an open letter to broadcasting and cable, Fox Inc. CEO Barry Diller says the current fight over retransmission consent masks the real issue that industries need to tackle: the compulsory license. He argues the justification for its creation has "faded with time."

53 / 'CALL TO ARMS' AT RAB

Gary Fries, newly elected president of the Radio Advertising Bureau, says his initial challenge will be to market radio on a national level. RAB's board has given Fries a mandate to beef up operations in order to make the association more attractive to members.

56 / SLOW GOING ON CABLE SPORTS NEWS

Despite the big audiences for televised sports, programers and producers have been hesitant about proceeding with a sports news network. NBC, Cablevision Systems and TCI's Liberty Media are looking into a service they would feed to regional sports networks, and ESPN is looking at sports news solely as a programing component when and if it decides to launch a second event channel.

60 / COMMENTS ON LOWEST UNIT CHARGE

The FCC received comments from politicians and broadcasters last week on the agency's proposed pre-emption of court cases involving alleged overcharges for advertising. Politicians who say they did not receive the mandated lowest-unit-charge rates when they bought time on stations want the courts to settle their claims; broadcasters urged the FCC—and the agency seems inclined to agree—to assert sole jurisdiction over enforcement of the law.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Oct 14	ABC 14.6/23			56. MacGyver [9.8/16] 9.1/15	10.5/17	19. NFL Monday Night Football—NY Giants vs. Pittsburgh Steelers [16.3/26] 16.8/25	18.3/27	16.9/25	15.8/25
	CBS 17.2/26			19. Evening Shade [16.3/26]	13. Major Dad [17.4/26]	4. Murphy Brown [19.7/28]	9. Designg Wmn [17.7/26]	22. Northern Exposure [16.1/25] 16.4/25	15.8/26
	NBC 16.7/25			31. Fresh Prince [13.5/21]	41. Blossom [12.0/18]	6. NBC Movie of the Week Monday—A Woman Named Jackie Pt. 2 [18.6/28] 17.0/24	18.7/27	19.6/30	19.2/32
Tuesday Oct 15	ABC 15.3/24			17. Full House [16.6/27]	15. Home Improve- ment	2. Roseanne [20.6/31]	12. Coach [17.5/26]	52. Homefront [10.2/17] 10.9/17	9.5/16
	CBS 12.0/19			28. Rescue: 911 [14.0/22] 13.4/22	14.6/23	47. CBS Tuesday Movie—Major League [11.0/17] 9.2/14	9.8/15	12.5/20	12.5/21
	NBC 16.1/25			52. I'll Fly Away [10.2/16] 9.6/15	10.9/17	5. NBC Movie of the Week Tuesday—A Woman Named Jackie Pt. 3 [19.1/30] 17.7/26	18.8/28	20.1/32	19.8/34
Wednesday Oct 16	ABC 11.6/19			38. Dinosaurs [12.4/21]	27. Wonder Years [14.2/23]	25. Doogie Hwsr [15.3/24]	51. Sibs [10.3/16]	59. Anything But Love [9.6/16]	73. Good & Evil [7.5/13]
	CBS 15.8/26			71. Teech [7.9/14]	7. CBS National League Championship Game 6—Atlanta at Pittsburgh [18.3/31] 12.1/20	16.0/25	18.6/30	19.7/32	20.5/35
	NBC 13.1/22			18. Unsolved Mysteries [16.4/27] 16.1/27	16.8/27	43. Night Court [11.6/18]	43. Seinfeld [11.6/19]	45. Quantum Leap [11.3/20] 11.0/18	11.6/21
Thursday Oct 17	ABC 7.8/12			78. Pros and Cons [7.0/11] 6.5/10	7.4/11	76. FBI: Untold Stories [7.3/11]	69. American Detective [8.0/12]	63. Primetime Live [8.8/14] 9.0/14	8.5/14
	CBS 17.6/27			61. Top Cops [9.3/15]	3. CBS National League Championship Game 7—Atlanta at Pittsburgh [19.8/32] 14.8/24	18.3/28	20.2/30	21.2/32	21.5/34
	NBC 15.6/24			24. Cosby [15.5/25]	26. A Different World [15.1/23]	13. Cheers [17.4/26]	30. Wings [13.7/20]	23. L.A. Law [15.9/26] 15.8/24	15.9/27
	FOX 10.4/16			36. Simpsons [13.4/22]	65. Drexell's Class [8.3/13]	52. Beverly Hills 90210 [10.2/15] 10.1/15	10.4/15		
Friday Oct 18	ABC 12.2/23			35. Family Matters [12.8/25]	32. Step By Step [13.2/25]	47. Perfect Strgs [11.0/20]	58. Baby Talk [9.7/17]	32. 20/20 [13.2/25] 13.3/25	13.1/26
	CBS 6.8/13			85. Brooklyn B[illegible] [5.6/11]	86. Princesses [5.4/10]	74. Palace Guard* [7.4/14] 6.6/12	7.0/13	8.0/15	7.9/15
	NBC 12.3/23			28. Matlock* [14.0/26] 12.3/24	13.7/25	15.0/27	15.2/27	62. Reasonable Doubts [9.0/17] 9.2/17	8.9/17
	FOX 6.7/12			84. America's Most Wanted [5.9/11] 5.7/11	6.1/11	74. UFO Report: Sightings [7.4/13] 7.4/13	7.4/13		
Saturday Oct 19	ABC 6.9/12			65. Who's the Boss? [8.3/15]	65. Growing Pains [8.3/15]	82. ABC Saturday Movie Special—Who's That Girl? [6.2/11] 6.2/11	6.0/10	6.4/11	6.5/12
	CBS 16.5/30			56. Pre Game Show [9.8/19]	9. CBS World Series Game 1—Atlanta at Minnesota [17.7/32] 15.4/29	17.4/32	18.5/33	19.1/33	19.0/34
	NBC 11.3/20			47. Golden Girls [11.0/20]	60. Torkelsons [9.4/17]	34. Empty Nest [12.9/23]	41. Nurses [12.0/21]	46. Sisters [11.1/20] 11.1/20	11.1/21
	FOX 6.8/12			77. Cops [7.1/13]	72. Cops 2 [7.8/14]	83. Beverly Hills 90210 [6.1/11] 5.9/10	6.4/11		
Sunday Oct 20	ABC 15.2/24	55. Life Goes On [10.1/17] 8.8/15	11.3/19	8. Am. Fun. H. Videos [17.9/28]	19. Am. Funniest People [16.3/25]	15. ABC Sunday Night Movie—Dynasty: The Reunion Pt. 1 [16.8/25] 16.6/24	17.4/25	17.2/26	15.9/26
	CBS 19.8/31	9. 60 Minutes [17.7/30] 17.2/30	18.2/30	39. Pre Game Show [12.2/20]	1. CBS World Series Game 4—Pittsburgh at Atlanta [21.7/34] 19.3/30	21.9/33	22.7/34	22.9/34	23.8/37
	NBC 9.3/14	89. Adv. Mark/ Brian [4.6/8]	86. Eerie, Ind. [5.4/9]	80. Man of the People [6.7/10]	68. Pacific Station [8.1/12]	39. NBC Sunday Night Movie—I Still Dream of Jeannie [12.3/20] 11.7/17	12.3/18	12.6/19	12.5/20
	FOX 7.9/12	80. True Colors [6.7/12]	79. Parker Lws [6.8/11]	36. In Living Color [12.7/20]	64. Roc [8.6/13]	50. Married/Chdn [10.5/15]	69. Herman's Head [8.0/12]	88. Sunday Comics [5.0/8] 5.3/8	4.6/8

WEEKLY PRIME TIME AVERAGE	ABC 12.1/20	CBS 15.3/25	NBC 13.3/22	FOX 7.9/13
SEASON PRIME TIME AVERAGE	ABC 12.0/20	CBS 13.8/23	NBC 12.6/22	FOX 7.9/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

WASHINGTON

NTIA CALLS FOR TELCO ENTRY INTO CABLE

Commerce Department report says the U.S. could boost its competitive position in world technology by lifting ban; motivation for backing cable-telco crossownership is to provide incentives for private companies to upgrade current telecommunications infrastructure

The United States could strengthen its competitive standing with the major industrialized countries of the world and advance the level of communication technologically if it lifts the cable-telephone company crossownership restrictions in the 1984 Cable Act, the National Telecommunications and Information Administration concluded last week.

"Telecommunications in the Age of Information," a report released by NTIA last Tuesday (Oct. 22), concludes that allowing regional Bell operating companies (RBOC's) to own, control and distribute television programing in their regional service areas "could promote infrastructure development by increasing their incentives to deploy integrated broadband systems and other advanced networks."

The report continues: "In general, government restrictions that have the effect of limiting the uses to which new technology can be put tend to be inefficient and anticompetitive, and retard investment in the new technology."

Commerce Secretary Robert Mosbacher signed the front of the NTIA report, which, according to Janice Obuchowski, assistant secretary for communications and information, represents the Commerce Department policy on future telecommunications infrastructure improvement.

The 315-page report is "the most comprehensive docket on this subject, not just in the United States, but in the world," Obuchowski said. "Telecommunications has gone from a business-page issue to a front-page issue" since NTIA began preparing the report in January 1990, she said.

The Commerce Department's prime motivation for backing cable-telco crossownership and the report's other recommendations is to provide incentives for private companies to upgrade the current telecommunications infrastructure. The U.S., the report concludes, currently maintains its traditional leadership in telecommunications technology and services. But it is rapidly being overtaken by the world's other major industrialized nations.

Group of Seven Future Telecommunications Deployment

		United States	Japan	West Germany	France	Italy	United Kingdom	Canada
Percentage of Digital Switches by Subscriber Lines	(a) 1994	68.2%	76.0%	38.0%	86.5%	N/A	92.0%	87.5%
	1989	42.5%	31.0%	2.6%	70.7%	16.1%	38.0%	51.4%
Percentage of Electronic Switches by Central Offices	(a) 1994	98.2%	93.0%	N/A	98.7%	N/A	92.0%	96.3%
	1989	92.6%	52.7%	2.8%	84.6%	17.6%	59.5%	68.5%
Percentage of ISDN Coverage by Equipped Access Line	(a) 1994	49.8%	100.0%	100.0%	100.0%	N/A	N/A	N/A
	1989	1%	69.0%	N/A	100.0% (b)	N/A	N/A	N/A
Percentage of Offices with SS7 Capability	(a) 1994	57.0%	N/A	N/A	100.0%	N/A	83.0%	60.2%
	1989	6.3%	N/A	N/A	47.6%	N/A	6.2%	8.4%

(a) 1994 figures are industry estimates from a variety of sources, including Wallace and CC Docket No. 89-624 (Feb. 1990)
(b) 1990 Estimate

Source: AT&T, BT, DBP Telekom, FCC, FT, MESA

U.S. deployment of integrated services digital networks (ISDN), for example, had just begun in 1989 and was well behind France and Japan. The NTIA report projects that by 1994, ISDN will be available to 100% of the populations of France, Japan and West Germany (but not East Germany), while it will be available in only 50% of the U.S. (see chart below). Canada, France and the United Kingdom will lead the U.S. in deployment of SS7, a signaling technology that greatly increases the speed at which calls are processed.

NTIA was careful to avoid the appearance of setting an "industrial policy." All technology upgrades should be funded and constructed by private industry using its own time, said Thomas J. Sugrue, deputy assistant secretary for communications and information. Sugrue cited the Bush administration's view toward the Communications Competitiveness and Infrastructure Modernization Act (S. 1200/H.R. 2546). The administration favors the bill's proposed lifting of the Cable Act's cable-telco crossownership restriction, but opposes a provision directing RBOC's to complete construction of a large-scale fiber-optic network by 2015.

"The video restriction in the Cable Act of 1984 could impair, as we go forward, investment in local exchange infrastructure," Sugrue said. To guard against RBOC development of video services monopolies, their entry into the business is recommended on a common carrier basis only and with rules prohibiting cross-subsidization with the local exchange networks and other RBOC services.

"As we look around at the cable TV industry, what we see is a wide variety of vertical arrangements between pro-

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska. Sold by Olympia Broadcasting Corp. to Alaska Broadcast Communication Inc. for $1.225 million cash. **Seller** is headed by Archie Kovanen, and owns one AM and two FM's, and Olympia Radio Network. **Buyer** is headed by Roy Paschal, and owns three AM's and three FM's. KYAK is fulltimer with country/news format on 650 khz and 50 kw. KGOT has CHR format on 101.3 mhz with 26 kw and ant. 70 ft. KIAK(AM) is fulltimer with news/sports format on 970 khz with 5 kw. KIAK-FM has country format on 102.5 mhz with 26.3 kw and ant. 1,626 ft. *Broker: Media Venture Partners.*

KSFA(AM)-KTBQ(FM) Nacogdoches, Tex. □ Sold by Center City Communications to George B. Wilkes for $700,000. **Seller** is headed by Ken Williams, and has interest in one AM and one FM. **Buyer** has interest in one AM. KSFA has urban format on 860 khz with 1 kw day, 500 w night. KTBQ has CHR format on 107.7 mhz with 50 kw and ant. 492 ft. *Broker: Whitley Media.*

KMPG(FM) Monahans (Odessa-Midland), Tex. □ Sold by Rusk Corp. to FHL Communications for $325,000. **Seller** is headed by J.H. Jones, and has interest in KTRH(AM)-KLOL(FM) Houston, KSMG(FM) Seguin (San Antonio) and KHFI-FM Georgetown (Austin), all Texas. **Buyer** is headed by George Holcomb, and has no other broadcast interests. KMPG has AC format on 102.1 mhz with 1 kw and ant. 984 ft. *Broker: Whitley Media.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$754,401** □ **4**

FM's □ **$735,000** □ **3**

AM-FM's □ **$2,157,000** □ **5**

TV's □ **$200** □ **2**

Total □ **$3,646,601** □ **14**

Year to Date:

AM's □ **$68,993,773** □ **228**

FM's □ **$176,477,708** □ **236**

AM-FM's □ **$255,924,574** □ **171**

TV's □ **$926,854,400** □ **69**

Total □ **$1,428,250,455** □ **704**

For 1990 total see Jan. 7, 1991 BROADCASTING.

GARDINER BROADCASTING: CULTIVATING THE ROCKIES

A string of eight radio stations linked by a satellite-fed format has been hung over five ski resorts in the Rockies. The plan's craftsman is Clifton Gardiner, a broker/financial adviser whose Denver-based office has just moved to Vail, where the administrative offices of Gardiner Broadcasting will be located and from where the satellite feed for the stations is scheduled to begin Dec. 1.

Gardiner said the five FM stations will be fed with a customized satellite format approximating a "hot adult-contemporary" sound meant to appeal to the resort's 20-48 demographic. The resorts, he added, are also "very upscale" containing, he said, four of the country's top five markets in retail sales per capita. Initially, the three AM stations will carry a country format from Satellite Music Networks.

Each station will have a local sales staff and a hard-disk memory system. While music is played, local ads and localized "talk" from the uplink studio will be downloaded into each station's memory system, which will then play back the material during the appropriate breaks. Each station will also be equipped with a studio and at least one of each station's sales staff will double, if needed, as on-air talent.

The stations being bought are KZYR(FM) Avon (Vail); KSNO-AM-FM Aspen; KSMT(FM) Breckenridge; KKMS-AM-FM Steamboat Springs and KGUC-AM-FM Gunnison (Crested Butte). Four of the station acquisitions have already closed; the two other AM-FM combo agreements are still before the FCC. The total consideration for the stations, Gardiner said, is $2.5 million, roughly a half to a third of what the same stations previously sold for.

Over three-quarters of the acquisition money is coming from private equity, including pension funds and trusts, which were solicited by Rochelle King, president of New York-based King Investment Banking Services. -GF

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FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WGNE-FM Titusville, FL** (BALH911009HS; 98.1 mhz; 50 kw; ant. 462 ft.)—Seeks assignment of license from SBG Communications of Florida Inc. to Southern Starr Ltd. for $3.5 million. **Seller** is headed by Gerrald A. Poch, and through subsidiaries owns WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. **Buyer** is headed by Robert E. Long, and is parent company for licensees of KOLL(FM) Pine Bluff (Little Rock), AK; WPLR(FM) New Haven, CT, and WKNN-FM Pascagoula (Biloxi-Gulfport), MS. Filed Oct. 9.

■ **WNTZ(TV) Natchez, MS** (BALCT911009KE; ch. 48; 1,186 kw-V; 119 kw-A; ant. 843 ft.)—Seeks assignment of license from Associated Broadcasters Inc., receiver, to Ozone General Partnership; purchase agreement to be filed as amendment within next few days. **Seller** is headed by Thomas R. Galloway Sr. and is also licensee of KPEJ(TV) Odessa, KVEO(TV) Brownsville and KWKT(TV) Waco, all Texas. Galloway also owns Communications Corp., licensee of KEZA(FM) Fayetteville, AR, and KPEL(AM)-KTDY(FM) Lafayette, LA. **Buyer** is owned equally by general partners and siblings Alan N. Perkins, William S. Perkins, David R. Perkins and Margaret C. Perkins, and has no other broadcast interests. Filed Oct. 9.

■ **KZMC-FM McCook, NE** (BALH911001HH; 105.3 mhz; 100 kw; ant. 622 ft.)—Seeks assignment of license from KZMC Inc. to AmFirst Bank for $180,000 in lieu of foreclosure. **Seller** is headed by John A. Cartwright Jr. (15%), and has no other broadcast interests. **Buyer** is headed by Van Korell and is owned (99.2%) by AmFirst Financial Services Inc. It has 40% stock interest in licensee. Filed Oct. 1.

■ **WYNC(AM) Yanceyville, NC** (BAL911003EA; 1540 khz; 2.5 w-D)—Seeks assignment of license from Ansun Broadcasting Co. to Semora Broadcasting Inc. for $102,401; station is currently off-air. **Seller** is headed by Gene E. Ward and has no other broadcast interests. **Buyer** is headed by Harry Myers, who owns WRXO(AM)-WKRX(FM) Roxboro, NC. Filed Oct. 3.

■ **WIZE(AM) Springfield, OH** (BAL911011EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for $300,000. **Seller** is headed by Alexander J. Williams, and is also licensee of WHAG-TV Hagerstown, MD; WFFT-TV Fort Wayne, IN, and WING(AM)-WGTZ(FM) Dayton-Eaton and WCOL-AM-FM Columbus, both Ohio. **Buyer** is headed by Gerald F. Staggs (60%), and has no other broadcast interests. Filed Oct. 11.

■ **WTVG(TV) Toledo, OH** (BTCCT911002KF; ch. 13; 316 kw-V; 18.2 kw-A; ant. 1,000 ft.) Seeks transfer of control within WTVG Inc. for $200.01. **Sellers** are T. Anderson Lee, Jeffrey H. Lee and Terry Lee, who are together selling 50% (20,001 shares) of stock; transaction is one of three stock transfer scenarios requested by parties to enable buyer to acquire control of licensee. **Buyer** is Media-Communications Partners Ltd., owned (20%) by TA Communications GP Ltd., which is headed by general partners David D. Croll (35.9867%), Richard H. Churchill Jr. (23.5274%), Stephen F. Gormley (16.6094%), James F. Wade (11.0765%) and William P. Collatos (12.8%), who are limited partners of licensee of WFRL(AM)-WXXQ(FM) Freeport, IL. They have interests in cable TV system serving Livingston and Wastinau, both Michigan. Croll, Churchill, Gormley and Collatos also have interests in cable TV system serving Long Beach and Signal Hill, both California. Filed Oct. 2.

■ **WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis** (WDVE: BALH911011GE; 102.5 mhz; 55 kw; ant. 820 ft.; WNDE: BAL911011GF; 94.7 mhz; 52 kw; ant. 850 ft.; WFBQ: BALH911011GG; 94.7 mhz; 52 kw; ant. 850 ft.)—

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed†	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.